

Abstract of the Disclosure

A personalized toy and a method for marketing a toy through the use of computer screen images, and of manufacturing a personalized toy. The personalized toy is manufactured as ordered by a customer. Several different configurations of components
5 that may be assembled as part of a finished toy are provided. Computer screen images of the different configurations of at least one of the components are displayed on a computer, and a customer viewing the displayed images is allowed to record a selected configuration of component, to be assembled as part of the personalized toy. A representational image of the toy incorporating the selected configuration may be displayed.